

*The Largest Event in Indian Sub-continent for Retail Experience
Design, Shopper Marketing & Retail Solution Providers' Community*



SATIN NEO DIMENSIONS

FITOUT. INTERIORS. WAYFINDING

PRESENTS



in-store asia

Inspiration. Innovation. Transformation.

01 02 03

JUNE 2023

**JIO WORLD CONVENTION CENTRE
MUMBAI, INDIA**

EXPO

CONVENTION

AWARDS

VM CHALLENGE

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KEY HIGHLIGHTS



7500+
VISITORS



120+
EXHIBITORS



30+
SPEAKERS



10,000+(sqm)
EXHIBITION SPACE

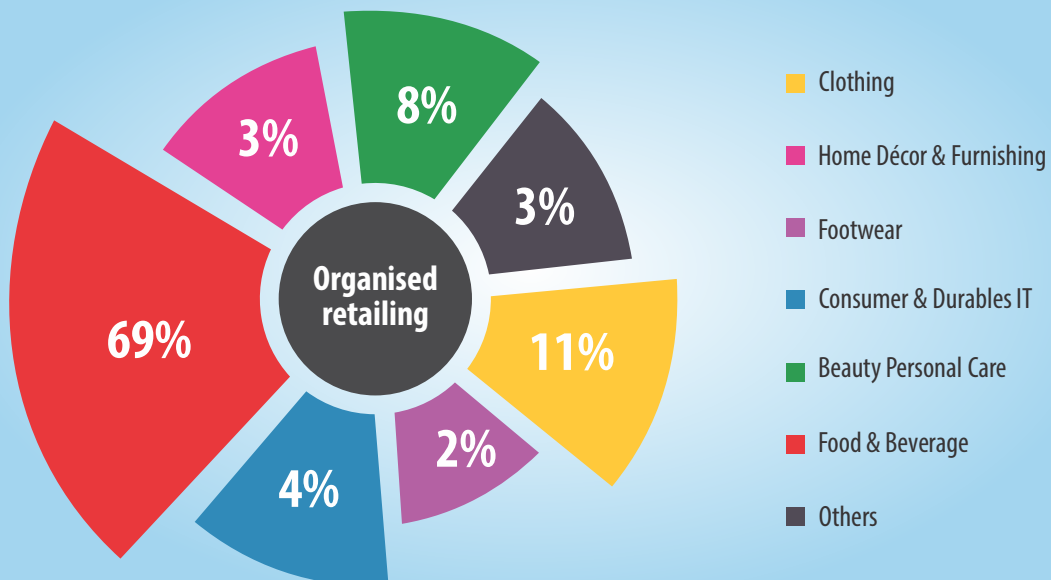


250+
DELEGATES



5
COUNTRIES

Segment wise contribution in organised retailing



Source: IBEF

CO-LOCATED EVENTS

CONVENTION

THEME: REBOOT, RETHINK,
REDEFINE RETAIL EXPERIENCE

30+ Speakers | 250+ Delegates

Topics for Discussion

- ◆ Retail Research
- ◆ Retail Design
- ◆ Visual Merchandising
- ◆ Design Innovations
- ◆ Shopper Marketing
- ◆ Design inspirations
- ◆ Retail Development
- ◆ Business Excellence
- ◆ Commerce



VM & RD RETAIL DESIGN AWARDS

Categories 23 | Entries 300+
Awards 65

- ◆ Most prestigious event for retail design community in Indian Retail industry.
- ◆ Top Retail Design, Visual Merchandising and Manufacturing talent from India compete across the categories
- ◆ Jury Panel comprising of some of very reputed names both nationally and globally in the retail industry.
- ◆ Judging is done using a specially designed digital platform that handles hi-res images and videos.
- ◆ System enables a scoring system that ensures consistency and correctness in judging process.

VM CHALLENGE

Participating visual merchandisers 36
Participating brands 30+

- ◆ Most prestigious one of a kind window display for the VM community.
- ◆ Top Visual Merchandisers from renowned brands and companies compete in this contest.
- ◆ Time frame of 60 minutes and on the spot brief is given to complete the window display.
- ◆ Judging is done by special Jury comprising of some of the global experts in retail design fraternity



EXHIBITOR PROFILE



- POP Design Services
- Permanent Displays
- Temporary Displays
- Corrugated POP Display
- Inflatables
- Kiosks
- Modular Display Systems
- Advertising Scroller

POP DISPLAY



- Store Fixtures
- Lighting Fixtures
- Display Props
- Mannequins
- Display Forms
- Hangers
- Interior build materials
- Specialty fittings
- Retail Refrigeration Equipment

VM & RETAIL FIXTURES



- Speciality Signage
- Engraved Signs
- Routed Signs
- Neon Signs
- In-store Graphics & Printing
- In-store Sign Holder Systems
- Trivision
- LEDs Signage

SIGNAGE & GRAPHICS



- Info Tech solutions
- Digital Signage
- Signage Software Solutions
- Hardware Providers
- Digital Content Solutions
- Network Operators
- Integrated Solutions

DYNAMIC ENVIRONMENT



- Store Design
- Visual Merchandising Design
- Lighting Design
- Shopper Marketing Design
- Integrated Design
- Communication Design

DESIGNER PAVILION



- Security & Loss Prevention
- Retail Software Solutions
- Retail Tech Hardware
- AV Tech Solutions
- CRM Solutions
- RFID & Beacons
- Design Software
- Imaging Technology

RETAIL TECH

VISITOR PROFILE

BRAND MARKETERS (FMCG, CDIT, and Lifestyle & Apparel)

- Marketing Director
- Senior Management Marketing
- Marketing Managers
- Trade Marketing Manager
- Brand / Product Team
- Communication Manager
- Project Manager
- Promotion Manager
- Shopper Marketing Team
- Purchase Manager
- Visual Merchandiser
- Regional / Area / Sales Manager
- Modern Trade Team
- Retail Marketing Manager

RETAILERS (Organized / Independent/Traditional Retail)

- Online and Offline retailers
- Owners, CEOs & Business Heads
- Brand Heads & Team
- Store Development Head & Team
- Project Head & Team
- Merchandising Head
- Category Manager
- Marketing Head & Team
- VM Head & Team
- Procurement Head & Team

SERVICE PROVIDERS

- Retail Designer
- Retail Consultant
- Architect
- Interior Designer
- Shop Build Contractor
- Shop fit-out Contractor
- Retail Software Designer
- Furniture Designers
- Graphic Designer

ADVERTISING, SHOPPER MARKETING & MEDIA AGENCY

- Business Directors
- Creative Director
- Account Management Team
- Print Production Manager
- Graphic Designer
- Media Supervisor/ Media Planner
- Media Buyer

EXHIBITOR TESTIMONIALS

“ Participation in ISA was very successful for Wanzl India. Out of all Retail exhibition, only ISA focuses on 360° of vendor categories. ISA gives a platform to display your latest technology, products, services to right customer.

Indian Retail industry do consider ISA as serious business event and hence it's very important to participate.

BHUSHAN DESHPANDE
Sales Director
Wanzl India Pvt. Ltd.

“ Glad to be part of In-store Asia once again. Happy to showcase our solutions to the whole retail industry after the pandemic. Focused exhibitions like ISA always gives us the extra mileage in terms of clientele and exposer. We look forward to upcoming editions.

TUSHAR JAIN
Founder
AEI Retail Technologies (AEI India)

“ After two and half year gap post pandemic, it was positive and re-freshing to get back in touch with our clients, interact with them and introduce new products. Participating in the exhibition was a correct decision amidst all the skepticism.

HRUSHIKESH KELKAR
Managing Director
SIGNext Display Systems Pvt. Ltd.

“ Our experience of participating at Isa has been very good. Visitors that have been coming are very focused and it has been very useful for us. We look forward to good conversions. Good show!”

MAHAVIR NARDEKAR
Instor by Kider India

WHAT'S NEW

STARTUP HUB



- ❑ Retail start-ups are disrupting the traditional retail industry by offering a new way of shopping. They are redefining the way we shop and offering new solutions to old problems.
- ❑ Features a special Area to promote innovative and emerging future oriented companies.
- ❑ Providing a space to showcase new innovations and solutions.
- ❑ Opportunity to pitch buyers, business accelerators and investors.
- ❑ Increase their chance to raise funding.

- ❑ In retailing, technology is being considered as a crucial enabler in building and maintaining relationships through enhancing the shopping experiences by providing convenience, speed, better service and value to the customer.
- ❑ The Retail Technology pavilion presents the latest technology solutions including retail management and customer tracking tools which helps create a more personalised and time-saving in-store experience.
- ❑ Special area featuring solutions for AI &VR, POS, QR codes, RFID technology, NFTs, Smart checkout, Store management, Retail Security and Payment.
- ❑ Explore latest technology trends transforming the retail industry.

TECH PAVILION



- ❑ Effective Retail Design helps to boost customer understanding and enjoyment of the products and the brand itself – and therefore sales!
- ❑ The Retail Design Pavilion features a wide range of store design and visual merchandising solutions, all geared towards optimising retail space and functions.
- ❑ Exhibitor Profile includes – Store Design, Visual Merchandising Design, Lighting Design, Shopper Marketing Design, Integrated Design and Communication Design companies.

DESIGNER PAVILION



For more information, contact:

Messe Düsseldorf India Pvt. Ltd.

20th Floor, Tower A, Building No. 5
DLF Cyber City, Phase II
Gurugram - 122002, India
Tel.: +91 (0)124 4544 500
URL: www.md-india.com

Ms. Neetu Sharma

Senior Project Manager
Mobile : +91 99107 97111
Tel.: +91 (0) 124 4544 513
E-mail: SharmaN@md-india.com

Mr. Tarik Aziz

Project Manager
Mobile : +91 91587 97024
Tel.: +91 (0)124 4544 517
E-mail: AzizT@md-india.com